

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #18
August 31, 2006

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Tom Crosby	Cliff Braam	Don Ferrier	Katy Jones
Noland Tipton	Brad Hibbs	Jane Stutts	Jessica Jones

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:05 a.m.

Don Ferrier gave a brief update on the additions of the distracted and drowsy driving text to the DMV manual. The text has been approved and added to the Web-based version of the manual. Jessica Jones will work within NCDOT Communications to coordinate a news release to distribute the Spanish-language publications. Tom Crosby offered to support the translation of the news release.

Task I – Discussion of Drowsy Driving Strategy

Tom Crosby gave a brief update on a potential strategy for working with the hospitality industry to develop and implement a drowsy driving campaign; i.e. offering discounts for checking in after a certain hour.

Tom has asked the members of the Working Group to compile further ideas surrounding this concept and submit them to Tom by the Friday, Sept. 8. Tom will flesh out the strategy and send to the group for feedback.

Task II –Update on Distracted Driving Strategy

Jane Stutts met with GHSP to discuss the Concept Statement submitted to execute the teen distracted driving campaign. There is a possibility the campaign will be funded out of the NCDOT State Traffic Engineering Office. Jane will keep the group informed as updates arise.

Reminders

Responsible Party	Task
Working Group	Submit ideas for drowsy driving/hospitality concept to T. Crosby by 9/8

J. Jones	Coordinate a news release regarding the new addition to text to the DMV manual for Spanish-language media in NC
D. Ferrier	Look into Duke program

NEXT MEETING: October 12, 2006, 10-12 at HSRC

